

GIVE ME A LITTLE SIGN



DEAF AWARENESS BROUGHT TO THE SMALL SCREEN

The Captioned Media Program (CMP) is collaborating with Scholastic Media to help raise deaf awareness by promoting a groundbreaking episode of the award-winning children's television program *Maya and Miguel*. The episode "Give Me a Little Sign" will feature a deaf character, Marco, who has been mainstreamed into the local public school and uses sign language to communicate.



Miguel Maya

✱ About *Maya and Miguel*

Lively and colorful, the series chronicles the adventures, and sometimes misadventures, of 10-year-old siblings Maya and Miguel Santos, and features their family, relatives, and a richly diverse neighborhood of friends. Even though the characters and cultures of Maya and Miguel's world may be different from one another, everyone works together to create an encouraging and diverse community.

✱ "Give Me a Little Sign"

"Give Me a Little Sign" will debut on September 25 on PBS KIDS GO as part of National Deaf Awareness Week (September 24–30). This milestone episode will kick off the third season of *Maya & Miguel*. The first airing will have open captions, which means captions will be visible without a decoder device.

This episode shares the barriers many deaf and hard of hearing students face when moving to a new school and entering a mainstream classroom. Marco is quickly accepted by his peers, and each child works diligently to clearly communicate with him.

CMP and Scholastic Media have collaborated on the development of a teacher's guide and related activity sheets for use in schools. Goals of the program include: 1) encouraging children to respect and learn about a variety of cultures; 2) supporting children in building their understanding of the English language; and 3) introducing children to American Sign Language and fingerspelling.

(Continued on next page)

✱ About Deaf Awareness Week

Approximately 28 million Americans are deaf or hard of hearing, which represents 10 percent of the American population. Deaf Awareness Week celebrates the culture, heritage, and language unique to people who are deaf. For more information, visit the National Association of the Deaf Web site at www.nad.org.

✱ About Captions

Use of captioned media is an integral part in the learning process of deaf, hard of hearing, and English language learners. The people who could benefit from captions are many:

- ✱ Some 28 million Americans are deaf or hard of hearing. They represent about 10 percent of all Americans.
- ✱ Another 31 million Americans are foreign born, according to the U.S. Bureau of the Census, and many speak languages other than English (March 2000 Current Population Survey). This population segment may seek captioned programming as one way to help children with English language acquisition.
- ✱ Approximately 3 million school children have limited English proficiency. These children could also benefit from simultaneous speech and captions both in the classroom and at home.

✱ About the CMP

The Captioned Media Program (CMP) offers the largest collection of free-loan educational media titles (DVD, VHS, Internet streaming, and CD-ROM) that have subtitles for the deaf and hard of hearing. No registration or postage fees apply. CMP further provides a nationwide captioning information and training center for use by schools, caption service providers, corporations, and businesses.

The CMP is funded by the U.S. Department of Education and administered through the National Association of the Deaf (NAD).

Don't forget to watch "Give Me a Little Sign" on September 25 on PBS KIDS GO as part of National Deaf Awareness Week (September 24–30)!